



**LOYOLA COLLEGE (AUTONOMOUS), CHENNAI – 600 034**

**M.Com. DEGREE EXAMINATION – COMMERCE**

**FOURTH SEMESTER – APRIL 2017**

**CO 4807- INTERNATIONAL MARKETING**

Date: 18-04-2017  
Time: 09:00-12:00

Dept. No.

Max. : 100 Marks

***SECTION – A***

***Answer ALL the questions***

***(10 x 2 = 20 Marks)***

**Explain each of the following terms / concepts in about 50 words**

1. Transnational Company.
2. Franchising.
3. Keiretsu.
4. Cost-Based transfer pricing.
5. Penetration Pricing.
6. National Products.
7. High-Touch Positioning.
8. Demographic Segmentation.
9. Direct Involvement Channel Strategy.
10. Manufacturer-Owned Store.

***SECTION – B***

***Answer any FOUR questions***

***(4 x 10 = 40 Marks)***

11. What are the basic principles of marketing? Are these principles relevant to global marketing?
12. What is the role of sales promotion in the marketing mix? How do these roles differ from one country to the next for the same product?
13. Briefly describe Hamel and Prahalad's framework for competitive advantage.
14. Briefly analyze the global issues associated with physical distribution and transportation logistics
15. Discuss briefly the distribution functions in the value chain.
16. What is GSPs? Explain the six basic factors that constitute the success of GSPs.
17. Briefly explain 'Product Positioning' as important product decisions in crafting internationally successful products/services.

***SECTION – C***

***Answer any TWO questions***

***(2 x 20 = 40 Marks)***

18. Discuss the various market expansion strategies and alternative strategies developed and succeeded by global marketers.
19. Analyze Michael E. Porter's five force model of industry competition. How are the various barriers of entry relevant to global marketing?
20. Elucidate Geert Hofstede's typology to evaluate nations.
21. Identify and explain the various global pricing objectives and strategies available to global marketers..

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